We claim:

1. A computer system implemented method of generating a customized presentation for a customer of a selling entity to facilitate a sale of a product offered for sale by the selling entity to the customer, the computer system including a memory arrangement and at least one processing unit, the method comprising the steps of:

storing, in the memory arrangement, a plurality of selling entity elements used to develop a presentation, each of said selling entity elements having a corresponding impression characteristic which the customer of the selling entity identifies with the selling entity;

developing a customer solution for the customer based on customer information received in the computer system, the customer information representing an interest of the customer in the product;

retrieving a selling entity element from the plurality of selling entity elements;

generating a customized presentation item used to present the customer solution to the customer by integrating the customer solution with the selected selling entity element to reflect a portion of the customer solution in a manner which maintains the corresponding impression characteristic of the selected selling entity element; and

outputting the customer presentation item of the customer solution in a manner which reinforces the identity of the selling entity.

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2.   The method as recited in claim 1, further including the step of identifying a presentation output template based on the customer solution, the presentation output template defining a manner in which customer solution information is integrated with the selling entity element.

3.   The method as recited in claim 2, wherein the selected selling entity element comprises an image.

4.   The method of claim 3, wherein the integrating step includes the step of constructing a composite image integrating customer solution information with the image of the selected selling entity element based on the presentation output template.

5.   The method of claim 4, wherein the customer solution comprises an image and the presentation output template includes image field locations and the constructing step includes insertion of each of the customer solution image and the selling entity element into one of the image field locations.

6.   The method of claim 1, wherein the impression characteristic indirectly conveys the corporate image of the selling entity to the customer.

7. The method of claim 1, wherein the customer solution information comprises data and the selling entity element comprises a graph, wherein the data is used to define the size of the graph.

8. The method of claim 1, wherein the customer solution comprises text.

9. The method of claim 1, wherein the customer solution comprises a picture.

10. The method of claim 1, further including the step of identifying and retrieving a presentation output template, wherein the presentation output template defines the selling entity element.

11. A computer system for generating a customized presentation for a customer of a selling entity to facilitate a sale of a product offered for sale by the selling entity to the customer, the computer system comprising:

a memory arrangement storing a plurality of selling entity elements, each of said selling entity elements having a corresponding impression characteristic which the customer of the selling entity identifies with the selling entity;

a plurality of subsystems, including at least one processing unit coupled to access the memory arrangement, the plurality of subsystems including:

a customer solution subsystem provided to develop a customer solution for the customer based on customer information received in the customer solution subsystem representing an interest of the customer in the product, and

a presentation item generating subsystem provided to retrieve a selling entity element from the plurality of selling entity elements and to generate a presentation item by integrating, in a manner which maintains the corresponding impression characteristic of the selected selling entity element, customer solution information with the selected selling entity element to reflect a portion of the customer solution; and

an output device provided to output a customized presentation for presentation of the customer solution in a manner which reinforces the identity of the selling entity.

12. A computer system implemented method of generating a customized presentation item to facilitate a sale of a product offered for sale by the selling entity to a plurality of different types of customers, the computer system including a memory arrangement and at least one processing unit, the method comprising the steps of:

storing one or more selling entity elements in the memory arrangement, the selling entity element being identifiable with the selling entity by customers of the selling entity;

storing a plurality of customer type elements in the memory arrangement, the customer type elements

corresponding to different types of customer for the product offered for sale by the selling entity;

receiving customer profile information of a particular customer;

receiving information indicative of the particular customer's interests in the product;

generating a customer solution for the particular customer based on the customer's interest in the product;

determining from the customer profile information a customer type of the particular customer;

retrieving, from the plurality of customer type elements, a customer type element corresponding to the customer type of the particular customer;

retrieving a selling entity element from the plurality of selling entity elements; and

integrating the selected customer type element and the selected selling entity element into an integrated presentation output customized for the particular customer based on the customer solution.

13. A method as recited in claim 12, wherein the customer type corresponds to a different target market for the product and the plurality of customer type elements represent the different target markets.

14. The method as recited in claim 12, further including the step of identifying a presentation output template based on the customer solution, the presentation output template defining the manner of integration of the

customer type element and the selected selling entity
element.

15.   The method as recited in claim 14, wherein the
step of retrieving the selling entity element includes the
step of retrieving a selling entity element indicated by
the presentation output template.

16.   The method as recited in claim 14, wherein the
step of retrieving the customer type element includes the
steps of:

identifying a group of customer type elements
indicated by the presentation output template, and

retrieving a customer type element from the group
of customer type elements which corresponds to the customer
type of the particular customer.

17.   The method of claim 14, wherein the customer type
element and selling entity element each comprise an image.

18.   The method of claim 17, wherein the step of
integrating the selected customer type image element and
the selected selling entity image element into an
integrated presentation output includes the step of
constructing a composite image of the selected customer
type image element and the selected selling entity image
element based on the presentation output template.

19.   A computer system for generating a customized
presentation item to facilitate a sale of a product offered

for sale by the selling entity to a customer, the system comprising:

a memory arrangement, the memory arrangement storing one or more selling entity elements selected to be identifiable by customers of the selling entity as being associated with the selling entity and a plurality of customer type elements, each customer type elements corresponding to a different target market for the product offered for sale by the selling entity; and

a plurality of subsystems, including at least one processing unit, coupled to the memory arrangement to facilitate generation of a presentation item customized for a particular customer, the plurality of subsystems including:

a customer information subsystem provided to receive and store within the memory arrangement customer information, the customer information including customer type information indicative of a target market associated with the particular customer and customer interest information indicative of interests of the particular customer in the product offered for sale by the selling entity, and

a presentation generation subsystem provided to automatically retrieve, from the memory arrangement, a customer type element corresponding to the target market indicated by the customer information as being associated with the particular customer and a selected selling entity element, and to integrate the retrieved customer type element and the retrieved selling entity element into a

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presentation output customized for the particular customer based on the customer interest information.